

Engagement Strategies

Directions: The left column contains each of Maslow's (1943, 1954) categories along with a key tenet describing the need. The middle column offers suggestions for leadership teams to contemplate and plan for outreach with a focus on equity. The right column is designed for leadership teams to add specific details for their own locales regarding each level on the hierarchy.

Maslow's Hierarchy of Needs	Guiding Questions for Equity-Centered Family and Community Engagement	Team Planning Notes for Engagement Sessions
Level 5: Self-Actualization Tenet: Achieving Potential or Mastery	What is the purpose of the outreach? How can we deliver on participants' expectations? What kinds of active roles can we give participants? How might we personalize the experience? What kinds of expertise or professional experience can be tapped from people in the room? What is the problem we are trying to solve? How can we utilize collective knowledge and skill sets? What types of high-level critical thinking tasks should we employ?	
Level 4: Self-Esteem Tenet: Acceptance	How can we honor all cultures, languages, and background experiences in the room? What are some mechanisms we might use to validate suggestions? How should we differentiate instruction for a range of participants? How might we offer appreciation or encouragement to open discussion? How will we let people know that we respect their involvement by setting and committing to norms? When and how will we check for understanding using the audience's native languages?	

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<p>Level 3: Love and Belonging</p> <p>Tenet: Relationships</p>	<p>Who will we ask to make personalized invitations or phone calls?</p> <p>Who will coordinate the volunteers to guide people from the parking lot to the meeting space?</p> <p>Who will design and post multilingual welcome and directional signs and greet participants at the door?</p> <p>How might we arrange tables and chairs to boost interactions?</p> <p>What kinds of nonthreatening icebreakers might help build a feeling of community?</p> <p>How might the facilitator use an anecdote or personal story to set the tone?</p> <p>What different cultures are in the room and how might those participants best respond to engaging in group activities?</p> <p>How can we encourage work in collaborative teams?</p>	
<p>Level 2: Safety</p> <p>Tenet: Comfort</p>	<p>Who will be responsible for monitoring the heat or air conditioning to moderate temperatures?</p> <p>What are the most convenient and centralized locations for maximum participation?</p> <p>How will we ensure accessibility for people with disabilities?</p> <p>How will we address unintentional stereotyping or bias from others?</p> <p>What are some other kinds of comforts we can provide?</p>	

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<p>Level 1: Physiological Well-Being</p> <p>Tenet: Food, Shelter, Health</p>	<p>Who will coordinate and provide on-site childcare during the meeting?</p> <p>What kinds of snacks or meals should we have available that are considerate of religious and cultural principles (such as vegetarianism, veganism, Kosher, Halal, and so on)?</p> <p>How can we extend transportation options (for example, transit maps, tickets, free parking)?</p> <p>What kinds of arrangements do we need to make for inclement weather?</p> <p>What are some places we can leverage that are meaningful to the community (for example, community center, apartment complex courtyard, religious institutions)?</p> <p>How will we stagger meeting times to accommodate caregivers' various work and home schedules?</p> <p>Are there any appropriate take-aways or door prizes we can offer?</p>	

Source: Maslow, A. H. (1943). *A theory of human motivation*. Psychological Review, 50(4), 370–396; Maslow, A. H. (1954). *Motivation and personality*. New York: Harper & Row.